

ABSTRACT OF THE DISCLOSURE

In an information presentation system which presents a commercial of a sponsor by inserting the commercial into a program which a broadcasting company provides, a bid processing section acquiring a bid price from the sponsor in a prior period which is before the program by the broadcasting company starts, a bid control section determining a successful bidder on the basis of a reference which is set in advance from the bid price acquired by the data presenting condition acquiring means, and a notifying section notifying the broadcasting company of notification data corresponding to the successful bidder determined by the control section, are provided.